

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, DC 20554

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NOV 20 1995

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**In the Matter of  
Advanced Television Systems  
and Their Impact upon the  
Existing Television Broadcast  
Service**

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MM Docket No. 87-268

### Fourth Further Notice of Proposed Rule Making and Third Notice of Inquiry

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**COMMENTS OF BRUNO-GOODWORTH NETWORK INC.**

I. I am an interested party because I own and operate a Low Power Television Station in the town of Beaver in Beaver County, Pennsylvania.

II. My station serves a valuable public service function because we are the only television station serving the local news and information needs of the 100,000 residents of this county.

We provide high quality locally focussed news including school boards', county commissioners' and towns' mayoral elections' coverage; weather-related school closings, upcoming community events, high school sports, and local-issue oriented talk shows. Every single week, our station broadcasts on average ten full hours of community interest programming.

We are an affiliate of the All News Channel. Our programming does not include any home shopping or pay-per-view entertainment.

The quality of our productions has been honored and recognized by national cable

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television outlets. For example, just last week, the Eternal Word Television Network broadcast a one-hour documentary/fundraiser on the McGuire Home that we of WBGN produced and originally aired. The McGuire Home is a non-profit home for 90 severely mentally or physically disabled children located in our community. This program we produced has raised tens of thousands of dollars for these handicapped children.

Beaver County residents and elected officials rely on us to provide and broadcast news alerts, community service announcements, and information on issues of immediate concern to our community.

Such community programming will not be available to the residents of Beaver County if the Commission does not include our station and other hundreds of community broadcasters like us in the transition to ATV. Please protect our county's **only** free television.

### III. POTENTIAL IMPACT OF THE COMMISSION'S AT PROPOSAL ON THE COMMISSION'S LONG STANDING POLICY OF FOSTERING PROGRAMMING AND OWNERSHIP DIVERSITY.

Since the inception of the Communications Act of 1934, it has been the intent of the Federal Communications Commission (referred to "FCC" or "Commission") to establish broadcast station ownership patterns that represents the views of the public as these relate to the diverse communications industries and sub-industries. One of the basic underlying considerations of the 1934 Act was the desire to effectuate policy that discouraged the formation of monopolies in broadcast and effectuate ownership policies that would as a result diversify program content.

With this in mind, the Commission has set precedent with its adoption of various policies and programs which are intended to minimize whatever negative effect small entities might face

in the advent of new rulemakings and new technologies.<sup>1</sup> For the purpose of this proposed rulemaking Fourth Further Notice of Proposed Rule Making and Third Notice of Inquiry ("NPRM), Goodwirth-Bruno Network, Inc. seeks to comment on the adverse effects of the policies set forth in this NPRM on low power television. These effects are a result of the Commission's decision to exclude low power television broadcasters from this important rulemaking and thus continue to maintain the LPTV's industry secondary status in television broadcasting.

Throughout the creation of the diversity policies for television broadcast service, the Commission adhered to the principle that diversification better serves the needs of the public at large. The Commission firmly stated that the vitality of the U.S. system of broadcasting depended largely on a diversified ownership and, hence, diversification of programming and service content.

The low power television<sup>2</sup> medium is a niche broadcasting service with the potential to provide specialized programming to specialized markets, particularly underserved and ethnic communities. According to industry experts, approximately 42% of LPTV stations provide the public with programming for special demographic populations, reflecting fulfillment of the Commission's initial goal when establishing LPTV service in 1983. Moreover, LPTV stations on the air in the U.S. now number more than 1751 stations.<sup>3</sup> The present LPTV figure comprises 1193 UHF and 558 VHF stations, compared to the nation's full power commercial and educational stations which now number approximately 1,542 stations.

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<sup>1</sup> The U.S. Congress enacted these policies into law when it adopted ....

<sup>2</sup> Report and Order, March 4, 1982

<sup>3</sup>Part 74 CFR and Report and Order, 1982.

Despite the growth in ownership in the LPTV industry and the fact that LPTV broadcasters have made great efforts in the last decade to acquaint the various Commissioners with the unique and diverse services that LPTV provides to the public and record the successes that the LPTV industry has achieved with the Commission's stated goals of providing universal, over-the-air television service, the Commission's Fourth Notice of Proposed Rulemaking and Third Notice of Inquiry has excluded low power broadcasters from any consideration in the transition plan and the proposed statement of proposed ATV policies.

We are clear about the increased range of new service capabilities that digital technology will bring to television, as well as the capability to deliver multiple program streams over one 6 MHz channel that the conversion to digital will bring. But our reasons for these promised new services justify not including this segment of the television broadcasting industry in this ATV rulemaking. The Commission has stated that its initial reason for exclusion LPTV to be that the broader public interest would be best served by limiting initial channel allocation to existing eligible broadcasters, but are not over 800 licensed LPTV entrepreneurs broadcasters? Broadcasting is exclusively and exactly what we do.

In compliance with the Commission's principles of diversification of ownership, and universal service and the U.S. Constitution, any technical standards used to develop an allotment table should be readily and equally available to all broadcasters and the diverse audiences they serve, not just full power broadcasters. To exclude LPTV broadcasters from the ATV proceeding is to say that the Commission does not believe in its long stated standard that the public interest of all Americans would be served if all Americans could participate in the continued reception of television.

II. POTENTIAL IMPACT ON THE COMMISSION'S OBJECTIVE OF PROMOTING DIVERISTY OF VIEWPOINTS IN A DIGITAL WORLD.

The Commission should continue to value localism in an era of meagmergers. LPTV is one of the few remaining services that focuses on local content. It is the local programming of that low power television broadcasters that bring services and programming to the underserved and ethnic communities throughout the U.S. Furthermore, part of the Commission's goals in inaugurating LPTV service were to bring local programming to communities that had never been served or had been underserved by full power television. Equally as important, was the desire to increase diversity in ownership in television broadcasting among women and minorities, since entrant of minorities in full power television is lower than that of LPTV due to the lack of access to capital by minorities. Currently there are 31 full power TV stations owned by minorities versus 124 LPTV stations owned by minorities.

### III. POTENTIAL IMPACT OF SPECTRUM RECOVERY AND CREATION OF CONTIGUOUS BLOCKS OF SPECTRUM ON LOW POWER TELEVISION BROADCASTERS.

With respect to the recovery of spectrum, in the Second Report/Further Notice, the Commission put broadcasters on notice that when ATV becomes the prevalent medium, broadcasters would be required to surrender a 6 MHz channel and cease braodcasting in NTSC. Later, in the Third Report/Further Notice, the Commission stated its plan to award broadcasters interim use of an additional 6 MHz channel to permit a smooth, efficient transition to an improved technology with as much certainty and as little inconvenience to the public and the industry as possible.

It is evident that the Commission remains committed to the recovery of spectrum to full power broadcasters, yet it not evident that the Commission remains committed to ownership rights of LPTV broadcasters with the advent of digital technology, with the possibilty of

eliminating a vast number of existing LPTV licensees. Furthermore, the Communications Act of 1934 mandates that the Commission allocates spectrum in a manner which is, among other things, efficient. 47 U.S.C. Section 307 (b). And as stated by Chairman Reed Hundt in his speech at the Pittsburgh Law School, the Commission ought to apply the public interest standard, with concrete duties imposed on broadcasters.

#### IV. POTENTIAL IMPACT OF THE EXCLUSION OF LPTV BROADCASTERS ON EFFECTS OF ATV TRANSITION TO SMALL MARKET BROADCASTERS

LPTV stations should not be displaced only when an alternative is not available. Adequate notice of any proposed allotment table should be given, along with disclosure of all technical standards so LPTV broadcasters may recommend changes in individual allotments that will minimize any adverse impact upon them..

#### V. HOW THE COMMISSION CAN ACCOMMODATE LPTV BROADCAST STATIONS IN THE TRANSITION TO DIGITAL TELEVISION

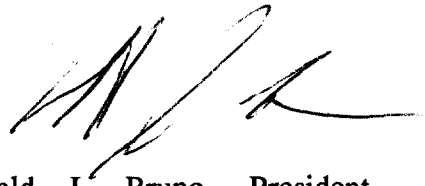
LPTV stations should be given an opportunity to apply for remaining ATV spectrum after full power stations have applied for ATV spectrum, before the general public. Furthermore, any spectrum repackaging or recapture should consider perhaps establishing a guard band between full power TV and nonbroadcast services and therefore taking LPTV broadcasters into account.

We support the comments which oppose the Commission's exclusion of LPTV as primary licensees in the new ATV service. We firmly believe that this action by the Commission is a violation of the Constitutional rights of the LPTV broadcasters.

Wherefore, for the foregoing reasons, Bruno-Goodworth Network, Inc. et al respectfully submits that the Commission should revise its proposals in its Fourth Further Notice of Proposed

Rulemaking and Third Notice of Inquiry to insure a more spectrally efficient ATV allotment table and to accomodate low power television broadcasters with an ATV simulcast channel.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'R. Bruno', written over a horizontal line.

By: Ronald J. Bruno, President  
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November 12, 1995